

**CUSTOMER SATISFACTION ANALYSIS ON PRODUCT AND SERVICES
QUALITY OF “AYAM GEPREK MBOK MORO” RESTAURANT AT
AMBARBINANGUN**

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ABSTRACT

Competition in business of is highly increasing so that satisfaction of consumer of vital importance to the business continuation. This research aimed to analyze the influence of the quality of products and services on the customer satisfaction of the “Ayam Geprek Mbok Moro” branch in Ambarbinangun, determine the level of customer satisfaction with the quality of products and services provided by the “Ayam Geprek Mbok Moro” based on the Customer Service Index (CSI) and give an alternative strategy to improve and enhance the quality of products and services based on the Importance and Performance Analysis.

The sampling technique was a purposive sampling by spreading of 100 questionnaires to customers. The questionnaires were tested for its validity and reliability. This study used the method of Importance and Performance Analysis to determine the level of customer interests and improvement priorities of quality attributes of products and services. Analysis Of the customer satisfaction level was used Customer Satisfaction Index methods.

Based on the results of the research by the method of Importance and Performance Analysis, it was known that the dimension attributes of quality products and services in accord with customer expectations were attributes includeing to quadrant II. Based on the value of customer satisfaction index for the quality of products were 0,824 while the value of customer satisfaction index for the quality of service were 0,819, this meanted that the customers of “Ayam Geprek Mbok Moro” were very satisfied with the performance given by the restaurant. The new alternative strategy was to maintain the hygiene (food, beverage and employees) and train employees.

Keywords : Customer Satisfaction, Quality of Product and Services, Ayam Geprek Mbok Moro

INTISARI

Persaingan antar rumah makan semakin ketat. Kepuasan konsumen sangat penting untuk kelanjutan suatu usaha. Salah satu industri rumah makan adalah Ayam Geprek Mbok Moro. Penelitian ini bertujuan untuk menganalisa pengaruh kualitas produk dan layanan terhadap kepuasan konsumen Rumah Makan Ayam Geprek Mbok Moro cabang Ambarbinangun, mengetahui tingkat kepuasan konsumen terhadap kualitas produk dan layanan yang diberikan oleh Ayam Geprek Mbok Moro berdasarkan nilai *Customer Service Index* (CSI) serta memberikan alternatif strategi untuk memperbaiki dan meningkatkan kualitas produk dan layanan berdasarkan hasil *Importance and Performance Analysis*.

Teknik pengambilan sampel yaitu *Purposive Sampling* dengan menyebar 100 kuesioner kepada konsumen. Kuesioner diuji validitas dan reliabilitasnya. Penelitian ini menggunakan metode *Importance and Performance Analysis* untuk menentukan tingkat kepentingan konsumen dan prioritas perbaikan atribut kualitas produk dan layanan. Analisa tingkat kepuasan konsumen dengan menggunakan *Customer Satisfaction Index*.

Berdasarkan hasil penelitian dengan metode *Importance and Performance Analysis* diketahui bahwa atribut dimensi kualitas produk dan layanan yang sesuai dengan harapan konsumen adalah atribut-atribut yang masuk dalam kuadran II. Berdasarkan nilai indeks kepuasan konsumen untuk kualitas produk sebesar 0,824 sedangkan nilai indeks kepuasan konsumen untuk kualitas layanan sebesar 0,819, hal ini berarti konsumen Rumah Makan Ayam Geprek Mbok Moro merasa sangat puas terhadap kinerja yang diberikan pihak rumah makan. Alternatif strategi baru yaitu menjaga kebersihan (makanan, minuman, tempat dan karyawan) dan melatih karyawan.

Kata Kunci : Kepuasan Konsumen, Kualitas Produk dan Layanan, Ayam Geprek Mbok Moro